WE CLAIM:

- 1. A brewing packet comprising:
- a filter defining a cavity;
- a brewing ingredient within the cavity; and
- a machine-interpretable feature associated with the filter, wherein the feature includes encoded data regarding the brewing packet.
- 2. The packet of claim 1, wherein the machine-interpretable feature is located on the filter.
- 3. The packet of claim 1, wherein the filter defines an annular flange, the machine-interpretable feature being located on the annular flange.
- 4. The packet of claim 1, wherein the filter includes a first filter portion, a second filter portion, and a gasket which seals the first filter portion to the second filter portion.
- 5. The packet of claim 1, wherein the machine-interpretable feature is optically detectable.

- 6. The packet of claim 5, wherein the machine-interpretable feature includes one or more of a color, a shape, a glyph, a text string, a barcode, and a digital watermark.
- 7. The packet of claim 1, wherein the machine-interpretable feature is electromagnetically detectable.
- 8. The packet of claim 7, wherein the machine-interpretable feature includes a magnetic data storage medium.
- 9. The packet of claim 1, wherein the machine-interpretable feature is mechanically detectable.
- 10. The packet of claim 9, wherein the machine-interpretable feature includes one or more of notches, grooves, holes, bumps, and textures.
- 11. The packet of claim 1, wherein the encoded data includes at least one predefined brewing directive.
- 12. The packet of claim 11, wherein the predefined brewing directive is one or more of contact time, contact pattern, fluid quantity, fluid temperature, fluid pressure, or fluid pass-through rate.

- 13. The packet of claim 1, wherein the encoded data defines at least one characteristic of the brewing ingredient.
- 14. The packet of claim 13, wherein the characteristic is one or more of grind, blend, roast, quantity, bed depth, freshness, and expiration date.
 - 15. A beverage producing device comprising:
- a fluid path configured to direct fluid through an ingredient enveloping beverage packet into a beverage receptacle;
 - a sensor configured to detect encoded data stored on the beverage packet; and
- a processor configured to interpret the encoded data and to direct production of a beverage according to the encoded data.
- 16. A method of automatically directing beverage-brewing comprising: placing a brewing packet encoded with packet-characteristic data into a beverage-brewing device;

reading the packet-characteristic data;

interpreting the packet-characteristic data; and

directing beverage-brewing in accordance with interpreted packet-characteristic data.

- 17. The method of claim 16, wherein reading the packet-characteristic data includes detecting an optically recognizable feature containing the data.
- 18. The method of claim 16, wherein reading the packet-characteristic data includes detecting an electromagnetically recognizable feature containing the data.
- 19. The method of claim 16, wherein reading the packet-characteristic data includes detecting a mechanically recognizable feature containing the data.
- 20. The method of claim 16, wherein directing beverage-brewing includes setting at least one predefined brewing directive.
- 21. The method of claim 16, wherein directing beverage-brewing selectively includes aborting the brewing process.

- 22. A multiple beverage coffee-brewing packet comprising:
- a first substantially rounded filter portion;

a second substantially rounded filter portion operatively connected to the first substantially rounded filter portion by an orbicular gasket to collectively define a cavity, the first and second substantially rounded filter portions being at least partially constructed of water-permeable material; and

a coffee-brewing ingredient within the cavity, wherein the coffee-brewing ingredient is proportioned to produce multiple servings of drip coffee.

- 23. The coffee-brewing packet of claim 22, wherein a coffee-brewing operation is directed by a machine interpretable feature associated with the coffee-brewing packet.
- 24. The coffee-brewing packet of claim 23, wherein the machine interpretable feature is the dimension of the orbicular gasket.
- 25. The coffee-brewing packet of claim 23, wherein the machine interpretable feature is a barcode located on the coffee-brewing packet.